

Investing in Our Future

Looking toward our future, all signs continue to indicate that markets are recovering. A recent Portland Cement Association economic report estimated that this market expansion will last into 2019. Our membership overall experienced a double-digit increase in sales in 2014. With growth comes demand for new talent in our industry. PCI and the PCI Foundation are doing a solid job in developing the next generation of leaders and influencers, both within PCI and the academic community, but there is more work that needs to be done.

Leadership PCI (LPCI) started with **one** idea and then **one** class. Now, 10 years later, there are 128 graduates, of whom 120 remain in the industry. LPCI has afforded the membership an opportunity to build its bench strength and develop future leaders. This year there will be a cost for participating in LPCI. Some may say that this program should be without a fee, but we know that the value and benefits that come with this program far outweigh the expenses. If you have a future leader who requires leadership training, the best and most economical way to start your development program is through LPCI.

The PCI Foundation started in 2001 with a vision from Jim Voss, president of JVI Inc., to expand the educational activities of precast concrete at select universities. **One** studio opened in 2007. Today there are 10 active studios spread across the country, with Clemson University being the newest addition. In total, 650 students have participated in studio programs, with about half of them now graduated and in the workforce. Because of the efforts of the PCI Foundation and the generosity of those who have donated funds, these graduates are now our allies and have a much better understanding of the benefits that precast/prestressed concrete products bring to a project. In the future, these allies could influence whether a job includes precast/prestressed concrete. Have you done your part and contributed to the PCI Foundation? For those who have not yet donated to the PCI Foundation, please consider making **one** annual donation beginning in 2015 to help move this cause forward. No amount is too small!

Finally, from a membership standpoint most membership categories have remained flat over the past five years with the exception of the student category. Due to a zero-dollar dues structure, student membership has grown from 254 members in 2009 to 1538 members at the end of 2013. This 600% increase bodes well for the future of our industry. The more we can educate students about precast/prestressed concrete, the more precast/prestressed concrete will be specified in the future and the better chance we have of these students entering our industry.

Let's continue to Move the Needle through the Power of **One!** 



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